

CALIFORNIA STATE LIBRARIES

Coursera Marketing Workshop



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Guidelines for building high usage

1. **Have at least 1 person to be the Admin** - plan to invest a couple hours weekly
1. **If you have relevant lists of names/emails, consider using them** to let them know about free access to your program on Coursera. Do you already have related programs (e.g., for adult education)?
1. **Use our templates and example custom messages** (invitations, reminders to join / enroll)
1. If you have no email lists or it's not appropriate to use them:
 - Get the word out. A sign people see when they walk into a library; library newsletters; online comms
 - Activate **“front line” people** who work with target audiences so they help get people to sign up.
 - Get your **network and partners** to help spread the word
1. **Make it easy for people to start learning.** We can help you pare down the collections if some will be low priority for your audiences.
1. **Move the likely most in-demand collections / courses to the top**
1. **Collect and share success stories.**

Bringing new learners in

Use multiple channels to create awareness, engage, and celebrate success



Drive New
Learners

- 1. Get library leadership and community leaders to message about this**
- 2. Press release, weekly newsletter, signage in library, etc.** Be sure people know where to go and who to contact for access.
- 3. Use your social media channels:** Announce / promote on Facebook, etc.
- 4. Leverage your partners / stakeholders**
Let them know about this. Ask them to (re)share on social media and comms.
- 5. More is more.**
Reach as many as you can among patrons (ie promote via newsletter etc).

Welcome Video

What is this?

Create a short, welcome video to build awareness of your learning program, explain its value to patrons - especially as a free resource for those who might be unemployed or underemployed. Give them some indication of content they can access.

Format

Short (60 seconds?), can be very informal

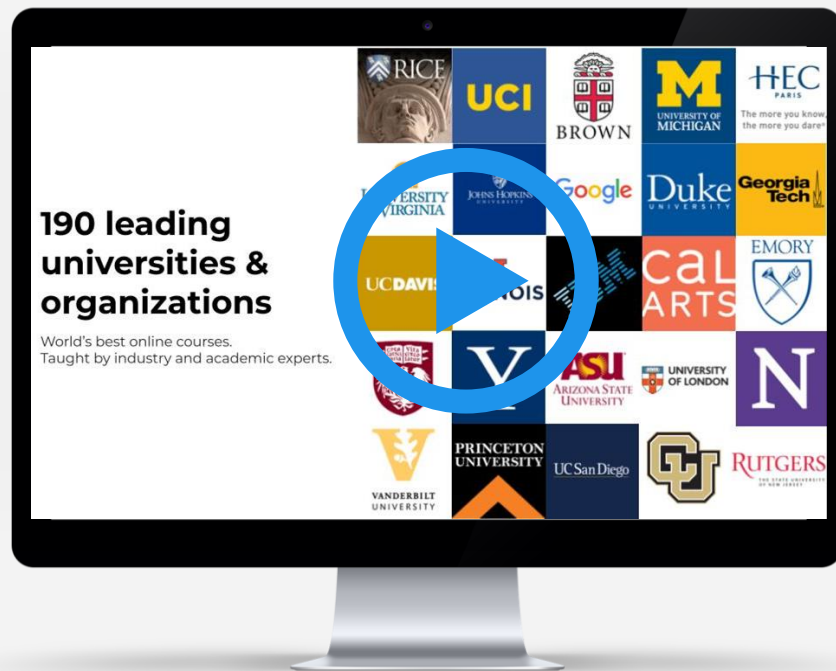
Audience

All new learners and potential learners



QUICK TIP

This can be shared on an ongoing basis with learners to make sure they can make the best of their learning experience



Custom Invitations

What is this?

Create a custom email announcing that people can join the learning programs on Coursera, and encourage them to sign up .

Audience

All new learners

When to send

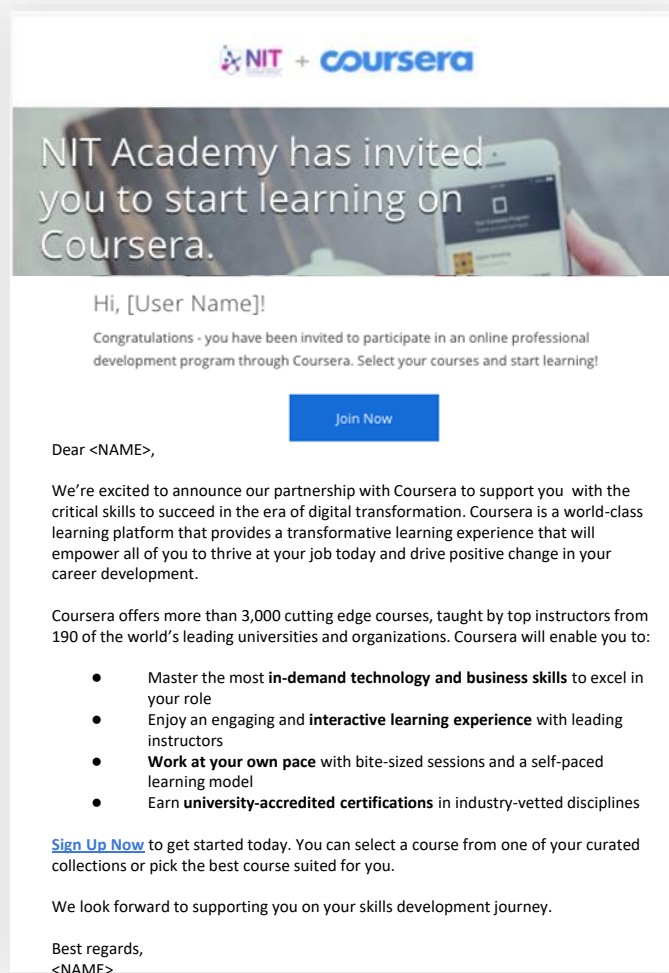
When they are invited and when they have been accepted into the learning program

How to send

Use Messaging tool built into Coursera platform

QUICK TIP

This is the first in a series of emails to generate excitement and engagement in your program, so be sure to alert learners to remind them to watch for the invitation.



Engage and motivate learners within the program



Engage &
Motivate

1. **Send targeted email campaigns each week (using built-in tool) to:**

- a. Remind invited people to join the learning program
- b. Remind people who join to enroll into a course
- c. Encourage learners to continue making progress in a course
- d. Remind inactive learners to continue learning
- e. Send congratulations to completers and recommend enrolling into a new course

1. **Recognize people's achievements** - for example, some kind of recognition for anyone who completes 2 or more courses

Celebrate success with people in the program

Crucial to both retention of learners and drawing new learners into the program



Celebrate
Success

1. **Create and publish Learner Success Stories** to publicly recognise and promote the achievements of the learners
1. **Promote success of the Program on social media sites** to publicly recognise and promote the achievements of learners - and promote your program
2. Create opportunities to **spotlight learners** with great success stories. Do you have community leaders or organizations that you might partner with for this?

Social Networks

Purpose

Build visibility across your network and highlight your current initiatives with social media.

How can I leverage learner stories?

Some of our most successful programs use social networks like Facebook and LinkedIn to build awareness for their learning program. This is also a great practice for building awareness—and eventually, support—across the organization.

But my mother told me not to brag about myself...

Leveraging the power of social networks to spread awareness!



Paul Anderton

Leadership Development at UN Development Programme - Promoting a self-driven ...
1w

Pierre Noël and I were very proud to represent UNDP's Talent Development Unit as our Leadership Development Pathway (LDP) was recognized with a bronze 'Learning In Practice' Innovation Award in Los Angeles last week. It was great recognition of all the hard work and commitment that TDU puts in to support UNDP's people. Winning an Innovation Award was particularly special given the innovative approach we have brought to UNDP's Leadership Development Portfolio, with 8 new initiatives launched in 2017! A huge thank you to all our amazing partners, participants, team members, and champions. **Liz Huckerby, Mariam Kakkar, Marvin S. Hoff, Janice Leung, Paelin Chen, Xiaoting Zhou, Anjali Agarwal, Kevin Hatcher, Barbara Harris, Stefanie Klein, Benjamin Kumpf, Nidhi Choudhary, Said Abu-Kaud, Anne-Lynn Soriano, Xinpeng Mu**



86 Likes · 14 Comments



Marvin S. Hoff

HR Manager Leadership Development. Promoting a self-driven and continuous lear...
2w · Edited

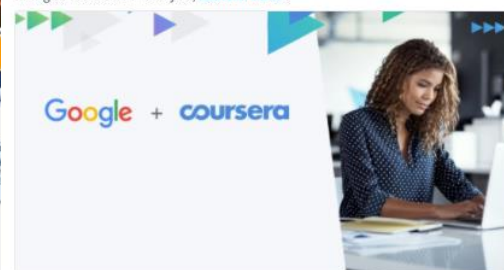
Excited and proud to have been part of Coursera's first Customer Advisory Board (CAB) meeting in Mountain View. "We envision a world where anyone, anywhere can transform their life by accessing the world's best learning experience." Looking forward to next year's CAB meeting. **Zayd Badwan, Julia Stiglitz, Kabir Chadha, Mark Freeman, Jennifer Mazzon, Pauline Vorms, Leila Makarechi, Kyla Wilkes, Nikhil Sinha, Christy Goodson, Laurent Reich, Sabrina Matthews, Seth-Aaron Martinez, PhD, Kavita Kurup, Christie Deydier, Kevin Hatcher, Mariam Kakkar, Paul Anderton, Janice Leung, Florie LAMURE, Jeff Maggioncalda, Coursera, UNDP**



Florie LAMURE

Enterprise Account Manager at Coursera
6d

I'm proud to share that Coursera is a part of the new Grow with Google initiative, and very thrilled to have L'Oréal as an anchor member of the Google IT Support hiring consortium. Thank you, **Laurent Reich!**



Coursera Teams Up with Google to Bridge the IT Experience Gap
blog.coursera.org

We help you build a learner engagement strategy

What's in this marketing kit?

We've provided a range of deliverables to help you drive learner engagement and enrollment, including:



Email Templates
5 employee-facing email templates to send to your teams



Video
Raise awareness of the Coursera program



Collateral
Includes a print poster, print postcard and digital signage



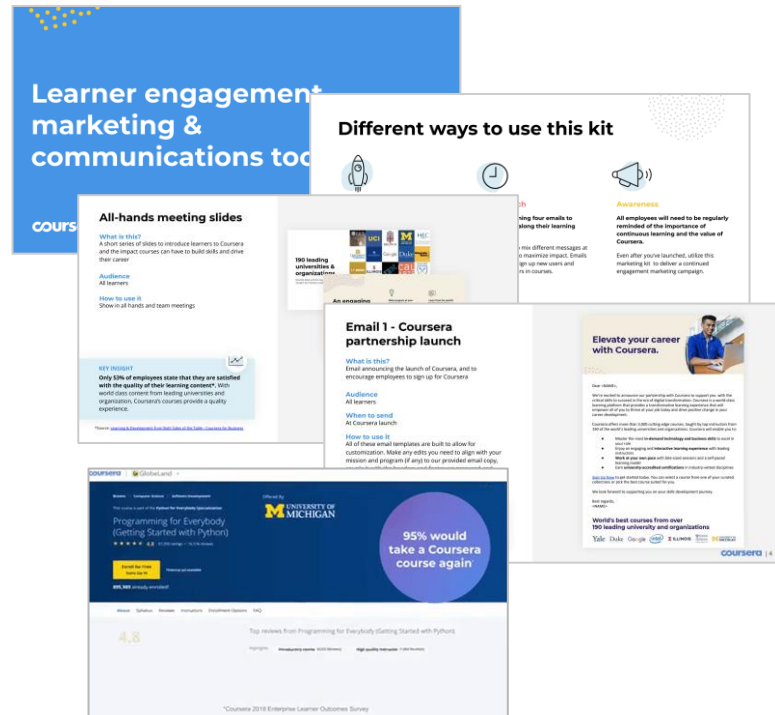
Short slide decks
Present program benefits to employees and L&D managers



Article
Post on your company intranet

QUICK TIP

This kit can be used to launch a new learning program or engage existing learners. We've provided some guidelines and tips along the way, but feel free to use these tools any way you see fit.



Our Learner **Email Tool-kits**

To help you drive learner engagement, we have created 3 Kits that include themed emails that can be used throughout the calendar year and enable you to consistently communicate your Learning and Development message.

**Download
the kit here**

or reach out
to your CSM for
other delivery
methods.



Seasonal Campaigns Continued

